

Message Text

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PAGE 01 ROME 09869 290933Z
ACTION EUR-12

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FM AMEMBASSY ROME
TO SECSTATE WASHDC 3119
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UNCLAS ROME 9869

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJ: FY-1979 COUNTRY COMMERCIAL PROGRAM (CCP)

REF : ROME A-47

1. COUNTRY COMMERCIAL ACTION GROUP DISCUSSED FY-79 CCP WITH ROBERT DAY, EB/OCA, DURING LATTER'S VISIT TO ROME. WITH EXCEPTIONS DETAILED BELOW, REVISION OF DRAFT CCP WHICH DAY HAD WITH HIM IS ACCEPTABLE TO US.
2. CAMPAIGN NO. 8 (MAJOR PROJECTS/PRODUCTS) SHOULD BE DROPPED AS A CAMPAIGN AND ADDED TO SECTION IV .OTHER SPECIAL POST EFFORTS) AS ACTIVITY NO. 3. THE TELECOMMUNICATIONS EQUIPMENT CAMPAIGN SHOULD BE RETURNED TO THE CCP AS CAMPAIGN NO. 4, AS LISTED IN REFERENCED AIRGRAM; ACTION 6 UNDER TECHNOLOGY EXCHANGE CAMPAIGN WOULD BE MOVED BACK TO TELECOMMUNICATIONS.
3. "ITALIAN DIRECT INVESTMENT IN THE U.S." (ACTIVITY NO. 4) SHOULD BE ELIMINATED ENTIRELY AS A SPECIAL POST EFFORT.
4. ACTION 2 OF ELECTRONICS CAMPAIGN SHOULD INCLUDE REFERENCE TO THE TRANSMISSION AND DISTRIBUTION EXPOSITION, WHICH HAD BEEN INCLUDED IN REFERENCE.

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5. RE CAMPAIGN 2 (COMPUTERS): WE REQUEST THAT WASHINGTON COMMERCIAL ACTION GROUP DISCUSS IDEA OF SPECIAL COURSE FOR COMMERCIAL OFFICERS IN COMPUTER TECHNOLOGY (ACTION 3) WITH FSI AND OTHER APPROPRIATE OFFICES SO THAT BUDGET PLANNING CAN BE INITIATED FOR EARLIEST POSSIBLE PRESENTATION OF COURSE, OFFERED PERHAPS ON A REGIONAL BASIS. ALSO, CHANGE ACTION 4 TO READ: "STAGE COMPUTER SHOW IN ROME IN FEBRUARY, 1979".

6. ADD FOLLOWING TWO ACTIONS TO ENERGY CAMPAIGN: A) ASSIST U.S. TRADE MISSION TO ITALY ON ENERGY EQUIPMENT AND CONSERVATION, DURING LATE FALL, 1978; AND B) STAGE SHOW AND SEMINAR ON ENERGY/CONSERVATION EQUIPMENT DURING MARCH, 1979.

7. WE WOULD APPRECIATE REASONS FOR DROPPING FOLLOWING ACTIONS; ALL SHOULD BE RETURNED TO THE CCP: FROM FOREIGN VISITORS/BUYERS CAMPAIGN: "VISIT-USA COMMITTEE TO CONSIDER SPONSORING TRAVEL AGENTS' WORKSHOP IN ROME". FROM AVIATION/AVIONICS CAMPAIGN: "THE AMBASSADOR TO HOST A RECEPTION HONORING "ITALY DAY" AT THE U.S. PAVILION, PARIS AIR SHOW." FROM TECHNOLOGY EXCHANGE CAMPAIGN: "COMMERCE TO CONDUCT SPECIAL PERIODIC SOLICITATION OF U.S. FIRMS..." AND "ENCOURAGE U.S. LICENSEES TO UTILIZE FACILITIES OF MILAN TRADE CENTER FOR BETWEEN SHOW PROMOTIONS." GARDNER

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